



KVVU-TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

Henderson - Las Vegas

# CONTRACT

<u>Contract / Revision</u>	<u>Alt Order #</u>
482953 /	06213595
<u>Product</u>	
D HELLER FOR SENATE	
<u>Contract Dates</u>	<u>Estimate #</u>
08/15/12 - 08/21/12	
<u>Advertiser</u>	<u>Original Date / Revision</u>
Dean Heller For Senate	06/26/12 / 08/08/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KVVU	Teresa Difuria
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Strategic Media Services  
3299 K Street NW, Suite 200  
Washington, DC 20007  
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	08/15/12	08/17/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	\$1,155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	--WTF--				3	\$385.00			
N 2	KVVU	08/20/12	08/21/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MT-----				2	\$385.00			
N 3	KVVU	08/15/12	08/17/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	4	\$1,460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	--W-F--				4	\$365.00			
N 4	KVVU	08/16/12	08/16/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$365.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	---1---				1	\$365.00			
N 5	KVVU	08/20/12	08/20/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	2-----				2	\$365.00			
N 6	KVVU	08/21/12	08/21/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$365.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	-1-----				1	\$365.00			
N 7	KVVU	08/15/12	08/17/12	Cops	2-3p		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	--WTF--				3	\$100.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		2	KVVU	08/13/12-08/19/12	Cops	2-3p	---WThF----	:30	\$100.00	NM		
				See MG 7.4								
		3	KVVU	08/13/12-08/19/12	Cops	2-3p	---WThF----	:30	\$100.00	NM		
				See MG 7.5								
		4	KVVU	08/13/12-08/19/12	Cops	1-2pm	MTuWThF----	:30	\$100.00	NM		
		①	MG for 7.2	08/16								
		5	KVVU	08/17/12-08/17/12	Cops	1-2pm	-----F----	:30	\$100.00	NM		
		②	MG for 7.3	08/17								
N 8	KVVU	08/20/12	08/20/12	Cops	2-3p		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	1-----				1	\$100.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Henderson - Las Vegas

Contract / Revision 482953 /	Alt Order # 06213595	
Contract Dates 08/15/12 - 08/21/12	Product D HELLER FOR SENAT	Estimate #
Advertiser Dean Heller For Senate		Original Date / Revision 06/26/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 9	KVVU	08/15/12	08/17/12	Fox 5 News at 5	5-530p		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	08/13/12	08/19/12	--WTF--						\$275.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	08/13/12-08/19/12	Fox 5 News at 5 See MG 9.4,9.5	5-530p	---WThF---	:30	\$275.00	NM		
		3	KVVU	08/13/12-08/19/12	Fox 5 News at 5 See MG 9.4,9.5	5-530p	---WThF---	:30	\$275.00	NM		
		4	KVVU	08/16/12-08/17/12	Special Early News ④ MG for 9.1,9.3		Special Early News:-----ThF-----	:30	\$275.00	NM		
		5	KVVU	08/16/12-08/17/12	Special Early News ④ MG for 9.1,9.3		Special Early News:-----ThF-----	:30	\$275.00	NM		
N 10	KVVU	08/20/12	08/21/12	Fox 5 News at 5	5-530p		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	08/20/12	08/26/12	MT-----						\$275.00			
N 11	KVVU	08/15/12	08/17/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	\$795.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	08/13/12	08/19/12	--WTF--						\$265.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	08/13/12-08/19/12	Fox 5 News at 5 MF 530-6p See MG 11.4,11.5	M-F 530-6p	---WThF----	:30	\$265.00	NM		
		2	KVVU	08/13/12-08/19/12	Fox 5 News at 5 MF 530-6p See MG 11.4,11.5	M-F 530-6p	---WThF----	:30	\$265.00	NM		
		4	KVVU	08/16/12-08/17/12	Special Early News ④ MG for 11.1,11.2		Special Early News:-----ThF-----	:30	\$265.00	NM		
		5	KVVU	08/16/12-08/17/12	Special Early News ④ MG for 11.1,11.2		Special Early News:-----ThF-----	:30	\$265.00	NM		
N 12	KVVU	08/20/12	08/21/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	08/20/12	08/26/12	MT-----						\$265.00			
N 13	KVVU	08/15/12	08/17/12	MORE Access	6-7pm		:30			NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	08/13/12	08/19/12	--WTF--						\$145.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	08/13/12-08/19/12	MORE Access See MG 13.4	6-7pm	---WThF----	:30	\$145.00	NM		
		2	KVVU	08/13/12-08/19/12	MORE Access See MG 13.4	6-7pm	---WThF----	:30	\$145.00	NM		
		3	KVVU	08/13/12-08/19/12	MORE Access See MG 13.4	6-7pm	---WThF----	:30	\$145.00	NM		
		4	KVVU	08/16/12-08/16/12	Extra/TMZ ④ MG for 13.3,13.1,13.2		M-Sa 8-10p/Su 7-1-----Th-----	:30	\$435.00	NM		
N 14	KVVU	08/20/12	08/21/12	MORE Access	6-7pm		:30			NM	2	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	08/20/12	08/26/12	MT-----						\$145.00			

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482953 /	06213595
<u>Product</u>	<u>Estimate #</u>
D HELLER FOR SENAT	
	<u>Original Date / Revision</u>
	06/26/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week		Rate	Type	Spots	Amount	
								Start Date	End Date	Weekdays	Spots/Week			
								Start Date	End Date	Weekdays	Spots/Week	Rate		
								Ch	Date Range	Description				
1	KVVU	08/20/12-08/26/12		MORE Access See MG 14.3,14.4	6-7pm	MTU-----	:30				\$145.00	NM		
2	KVVU	08/20/12-08/26/12		MORE Access See MG 14.3,14.4	6-7pm	MTU-----	:30				\$145.00	NM		
3	KVVU	08/20/12-08/21/12		Fox 5 News at 6pm	M-F 6-630pm	MTU-----	:30				\$145.00	NM		
⑪	MG for 14.2,14.1													
4	KVVU	08/20/12-08/21/12		Fox 5 News at 6pm	M-F 6-630pm	MTU-----	:30				\$145.00	NM		
⑫	MG for 14.2,14.1													
N 15	KVVU	08/15/12	08/17/12	Fox 5 News M-F 10p-11p	10p-11p		:30					NM	3	\$2,250.00
					Start Date	End Date	Weekdays	Spots/Week	Rate					
		Week: 08/13/12	08/19/12	--WTF--				3	\$750.00					
N 16	KVVU	08/20/12	08/21/12	Fox 5 News M-F 10p-11p	10p-11p		:30					NM	2	\$1,500.00
					Start Date	End Date	Weekdays	Spots/Week	Rate					
		Week: 08/20/12	08/26/12	MT-----				2	\$750.00					
N 17	KVVU	08/16/12	08/16/12	Fox 5 News M-F 11p	M-F 11-1135p		:30					NM	1	\$450.00
					Start Date	End Date	Weekdays	Spots/Week	Rate					
		Week: 08/13/12	08/19/12	---1---				1	\$450.00					
N 18	KVVU	08/18/12	08/18/12	FOX 5 News Sat 10-11p	10-11p Sat		:30					NM	1	\$500.00
					Start Date	End Date	Weekdays	Spots/Week	Rate					
		Week: 08/13/12	08/19/12	----1-				1	\$500.00					
N 19	KVVU	08/19/12	08/19/12	Fox News Sunday 8-9a	8-9a		:30					NM	1	\$150.00
					Start Date	End Date	Weekdays	Spots/Week	Rate					
		Week: 08/13/12	08/19/12	-----1				1	\$150.00					
N 20	KVVU	08/19/12	08/19/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30					NM	1	\$745.00
					Start Date	End Date	Weekdays	Spots/Week	Rate					
		Week: 08/13/12	08/19/12	-----1				1	\$745.00					
N 21	KVVU	08/19/12	08/19/12	Sports Plus Su 1045p	1045p-11p		:30					NM	1	\$425.00
					Start Date	End Date	Weekdays	Spots/Week	Rate					
		Week: 08/13/12	08/19/12	-----1				1	\$425.00					

## Totals

40 \$14,690.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/21/12	40	\$14,690.00	\$12,486.50
Totals	40	\$14,690.00	\$12,486.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Date:

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REP HEADLINE # 6213595 TRF# 4829533  
SOS MOD# 2 : TTDABDPOVW DPTV# 47 223

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

CREDIT RISK !!!  
HARRIS REPORT FROM REP AUG 8/12 13.13  
\*\*\*CHANGES\*\*\* \*\*\* KVUTL-MV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/D HELLER/R/SEN/NV

AGI #11131 AGI. NAME SIRKATEGIC MEDIA SERVICES

WASHINGTON, DC 20007

ORDER #                          CONTRACT # 6213595

FLIGHT DATES AUG15/12      AUG21/12      WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED

REP: TO ROSE  
FBI WTKT

OK'D M5  
SEE LINE 26  
TOTAL SAME  
PLS CNF THANKS

CON CM \*\*\*\* THIS IS A CASH IN ADVANCE SCHEDEULE \*\*\*\*\*  
DEAN HELLER FOR SENATE

DEAN HELLER FOR SENATE

:LINE#:REP:CD: TIME PERIOD : LGTH : SEC : RATE : = START : END : SPTS: WEEK : DAYS :TOTAL:

14 S 600P-700P 30 9145-00 8/20 8/21 M-TU O

MAX 1X DAY

26 A 600P-630P

INDIANA : LOAD OF NEWS  
ORD COM1 : PRG CHG. PRE-BOOKED PLS APPROVE.

STATION MAKEGOOD OFFERS:  
MS OK'D BUY#14 MISSED:M-TU/600P-700P  
OFFER:M-TU/600P-630P  
OFFER:M-TU/600P-630P  
AUG20(2/WK)  
AUG20(2/WK)

OFFER: M-TU / 600P-630P AUG20 (2/WK)  
 CMT: PRG CHG. PRE-BOOKED PIS APPROVE.  
 AUG20 (2/WK)  
 30S \$145.00  
 30S \$145.00  
 PLS ADVISE.

REP HEADLINE# 6213595 TRF# 482953  
\$\$\$ MOD# 2 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG8/12 13-13  
\*\*CHANGES\*\* \*\*\* KVUU-TV \*\*\*

LINE#:	REP	:CD:	TIME	PERIOD	:	LGTH	:	SEC	:	RATE	:	START	:	END	:	SPTS:	WEEK	:	DAYs	:	TOTAL:	:	SPTS:
AUG/12					:		:		:		:		:										

CONTRACT TOTAL 14690.00  
TOTAL SPOTS 40

MARKET TOTALS \$97,933 KVUU 15% KSNV 22% KLAS 36% KTNV 18% KVLY 4% KVOW 3% CABL 0%

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE